

CLAIMS

What is claimed is:

1. A computer-implemented method for delivering composite media to a client application, the method comprising:

5 receiving ~~(310)~~ a plurality of data from at least one external source;
selecting ~~(320)~~ at least a portion of the plurality of data, wherein the
at least a portion of the plurality of data is selected according to at least one
of a time period of delivery of the composite media, user information, or
~~and~~ a type of client application;

10 selecting by a computing device, (330) at least one pre-created
template from a plurality of templates, wherein each of the plurality of
templates includes at least one image or text, and wherein the selected at
~~least one~~ pre-created template is generated prior to receiving the plurality of
data from the at least one external source and is selected based on the type
15 of the plurality of data selected and one or more of:

a placement of the at least one pre-created template that
comprises the plurality of data selected in the client application, and
a type of the client application ~~selected according to at least~~
~~one of a placement of the composite media in the client application, a type~~
20 ~~of client application, user information, and a type of the at least a portion of~~
~~the plurality of data selected;~~

integrating ~~(340)~~ the at least a portion of the plurality of data into
the at least one pre-created template to generate the composite media; and
delivering ~~(350)~~ the composite media to the client application.

2. The computer-implemented method of claim 1, wherein the plurality of data from at least one external source is one of a RSS-style feed, a stock feed, or an XML exchange.

3. The computer-implemented method of claim 1, further comprising:
5 receiving a request for media to be displayed in the client application.

4. The computer-implemented method of claim 3, wherein the request for media to be displayed in the client application comprises a plurality of requirements.

5. The computer-implemented method of claim 4, wherein the
10 plurality of requirements comprises at least one of a requested size of the media to be displayed in the client application, and the placement of the media to be displayed in the client application.

6. The computer-implemented method of claim 5, further comprising:
modifying the composite media according to the plurality of
15 requirements.

7. The computer-implemented method of claim 3, wherein the at least a portion of the plurality of data is integrated into the at least one pre-created template to generate the composite media in response to the request for media to be displayed in the client application.

8. The computer-implemented method of claim 3, wherein the
20 composite media is generated prior to receiving the request for media to be displayed in the client application.

9. The computer-implemented method of claim 1, wherein the client application is a gaming application.

10. The computer-implemented method of claim 1, wherein the plurality of data from the at least one external source is at least one of currently running movies and times for a particular movie theater, weather information, stock information, sports scores, train schedules, amber alerts, information in relation to a recent news event,
5 advertisements, coupons, or offers unique to a particular user.

11. A computer-implemented method for delivering composite media to a gaming application, the method comprising:

~~R~~receiving ~~(410)~~ a plurality of data from at least one external source;

10 selecting ~~(420)~~ a plurality of data subsets from the plurality of data;

selecting, by a computing device, ~~(430)~~ a plurality of pre-created templates that each comprise at least one image or text and that were created prior to receiving the plurality of data such that the plurality of pre-created templates are stored separate from the plurality of data received from the at least one external source, wherein the plurality of pre-created templates are selected according to a type of the plurality of data subsets, a placement of the at least one pre-created template comprising the plurality of data selected that is integrated into the gaming application, and a type of the gaming application;

20 integrating ~~(440)~~ each of the plurality of data subsets into one of the plurality of pre-created templates to generate a plurality of composite media;

receiving ~~(450)~~ a request for media to be displayed in the gaming application, wherein the request comprises a plurality of requirements;

selecting ~~(460)~~ at least one of the composite media according to the plurality of requirements; and

delivering ~~(470)~~ the at least one of the composite media to the gaming application.

5 12. The computer-implemented method of claim 11, wherein the plurality of data from at least one external source is one of a RSS-style feed, a stock feed, or an XML exchange.

 13. The computer-implemented method of claim 11, wherein the plurality of requirements comprises a requested size of the media to be displayed in the client application.

 14. The computer-implemented method of claim 11, wherein the request for media is made by the gaming application.

 15. The computer-implemented method of claim 11, wherein the plurality of data from the at least one external source is at least one of currently running movies and times for a particular movie theater, weather information, stock information, sports scores, train schedules, amber alerts, information in relation to a recent news event, advertisements, coupons, or offers unique to a particular user.

 16. The computer-implemented method of claim 11, further comprising:

20 modifying the at least one of the composite media according to the plurality of requirements.

 17. One or more computer storage devices ~~readable media~~ having computer-executable instructions embodied thereon that, when executed by a computing device having a processor and a memory, perform a method for delivering composite

25 media to a gaming application, the method comprising:

receiving ~~(510)~~ a request from the gaming application for media to be displayed in the gaming application, wherein the request comprises a plurality of requirements, and wherein the plurality of requirements comprise at least one of a requested size of the media to be displayed in the gaming application, a requested type of media to be displayed in the gaming application, and a type of gaming application requesting the media to be displayed in the gaming application;

receiving ~~(520)~~ a plurality of data from at least one external source;

selecting ~~(530)~~ at least a portion of the plurality of data, wherein the at least a portion of the plurality of data is selected according to at least one of a time period of delivery of the composite media, user information and a type of gaming application;

selecting ~~(540)~~ a pre-created template that comprises at least one image or text and that is created prior to receiving the request from the gaming application and prior to receiving the plurality of data such that the pre-created template is stored separate from the plurality of data, wherein the pre-created template is selected according to at least one of one or more of the plurality of requirements received from the gaming application, user information, and a type of the at least a portion of the plurality of data selected;

integrating ~~(550)~~ the at least a portion of the plurality of data into the pre-created template to generate the composite media;

modifying ~~(560)~~ the composite media, wherein the composite media is modified according to at least one of one or more of the plurality of

requirements received from the gaming application, user information, and the type of gaming application; and

delivering ~~(570)~~ the composite media to the gaming application.

18. The one or more computer storage devices ~~readable media~~ of claim 5 17, wherein the plurality of data from at least one external source is one of a RSS-style feed, a stock feed, or an XML exchange.

19. The one or more computer storage devices ~~readable media~~ of claim 17, wherein the plurality of data from the at least one external source is at least one of currently running movies and times for a particular movie theater, weather information, 10 stock information, sports scores, train schedules, amber alerts, information in relation to a recent news event, advertisements, coupons, or offers unique to a particular user.

20. The one or more computer storage devices ~~readable media~~ of claim 17, wherein the requested size of the media to be displayed in the gaming application is based on a display location of the media to be displayed in the gaming application.

15